

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Scribble



@nepisulki

Your decree on our paper — THE BEST political and other news of the country. New laws, social issues, behind-the-scenes gems.

SUBSCRIBERS

36 522

-30 per month

ERR (% SEE POSTS)

14.0%

daily 0.0%

REACH/POST

4.9K

ad reach 6/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 36 522 —	 SUBSCRIBER REACH 13.5% avg % subs see post	 VIEWS/POST 4.9K median 5K · 29 days	 POSTS/WEEK 21.8 for period
 7D TREND -1.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 74 chars median 73 · 29 days	 POSTS ANALYZED 91 29 days
 AD REACH 6 24h avg	 CHURN / MONTH -30 last month	 CITATION RATE 12 citation index · 11 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 01.02.2022

AI EDITOR SUMMARY

Channel «Scribble» — 36 522 subs. Each post gets avg 4.9K people (14% from subs), reach is low — consider expanding audience. Publishes 22 posts per week (~3/day) — active posting. Week of May 25–31 reach stable (-1.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 91 posts over 29 days.
- 02 Dominant format – Photo (91/91 posts).
- 03 Avg post length – 74 chars (median 73).
- 04 Peak audience activity – Sunday, 23:00 MSK.
- 05 Top posts get 1x more views than the weakest (5K avg top vs 4.1K worst) – among 91 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 07:15 PHOTO Fiery performances will last 1.5 hours each #interestingscribble	VIEWS 5 027 REP. 4	REACTIONS — ER 13.8%
Nº2 17.05 · 20:33 PHOTO By 2030, total charging stations in the country may exceed 10k. #publicscribble	VIEWS 5 019 REP. 2	REACTIONS — ER 13.7%
Nº3 17.05 · 09:24 PHOTO Product banned from import and sale #trade scribble	VIEWS 5 017 REP. 5	REACTIONS — ER 13.7%

Nº4 31.05 · 18:36 PHOTO But that's just the average ☒ #publicscribble	VIEWS 5 013 REP. 2	REACTIONS — ER 13.7%
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Nº5 18.05 · 19:55 PHOTO Sale time restrictions vary by region #publicscribble	VIEWS 5 012 REP. 3	REACTIONS — ER 13.7%
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WORST 3

↓ 19.05 · 13:52 PHOTO Someone will get a home #public scribble	VIEWS 4 189 REP. 2	REACTIONS — ER 11.5%
↓ 26.05 · 07:43 PHOTO Salary situation is very unstable ☒ #общественная писулька	VIEWS 4 171 REP. 2	REACTIONS — ER 11.4%
↓ 04.06 · 15:05 PHOTO «Kupalle» in Alexandria will be held on July 11 #общественная писулька	VIEWS 3 852 REP. 2	REACTIONS — ER 10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.

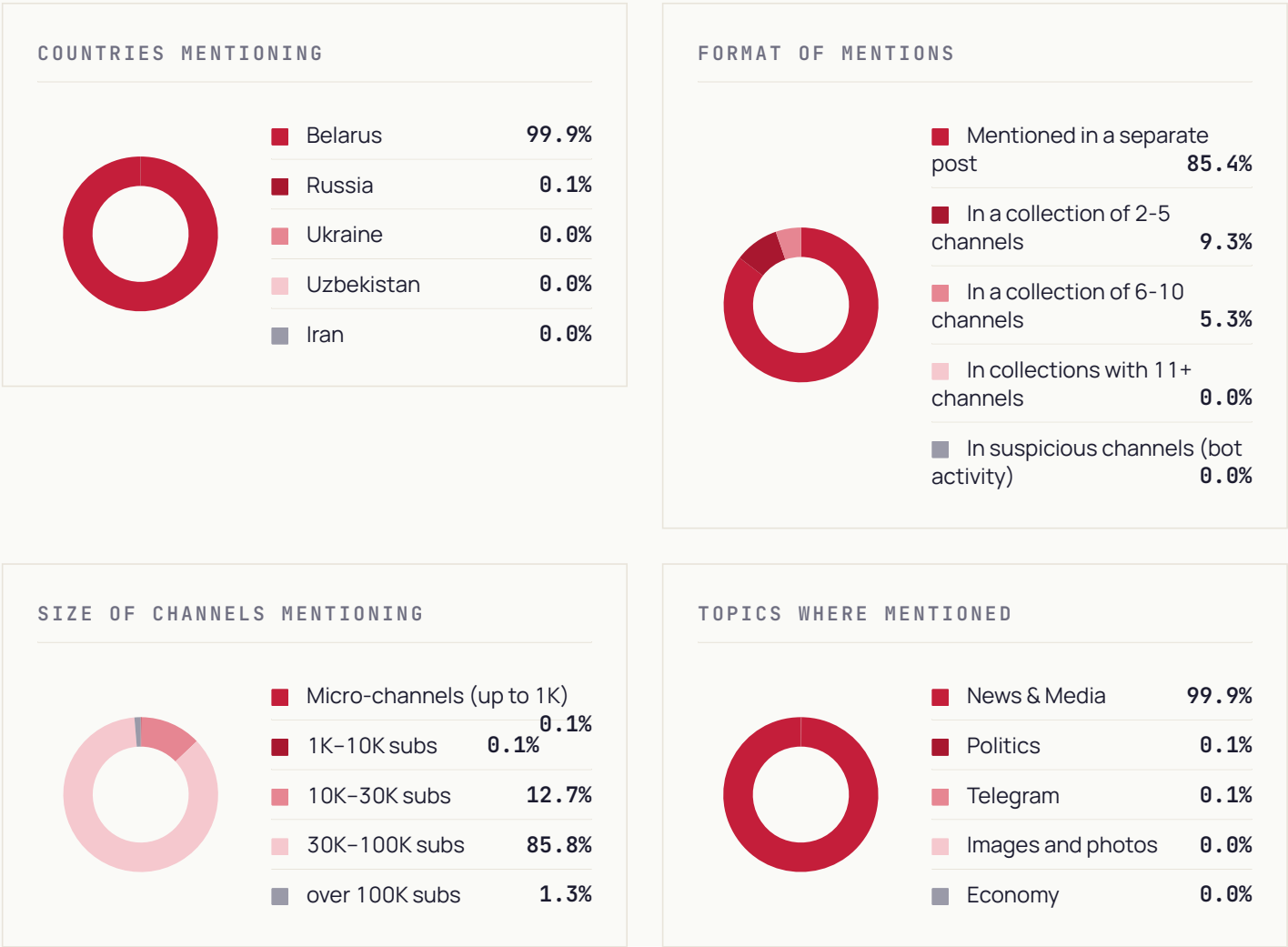


PERIOD START	NOW	NET GROWTH
49 201	36 522	-12 679

SECTION 04 · MENTIONS

Who mentions the channel and how

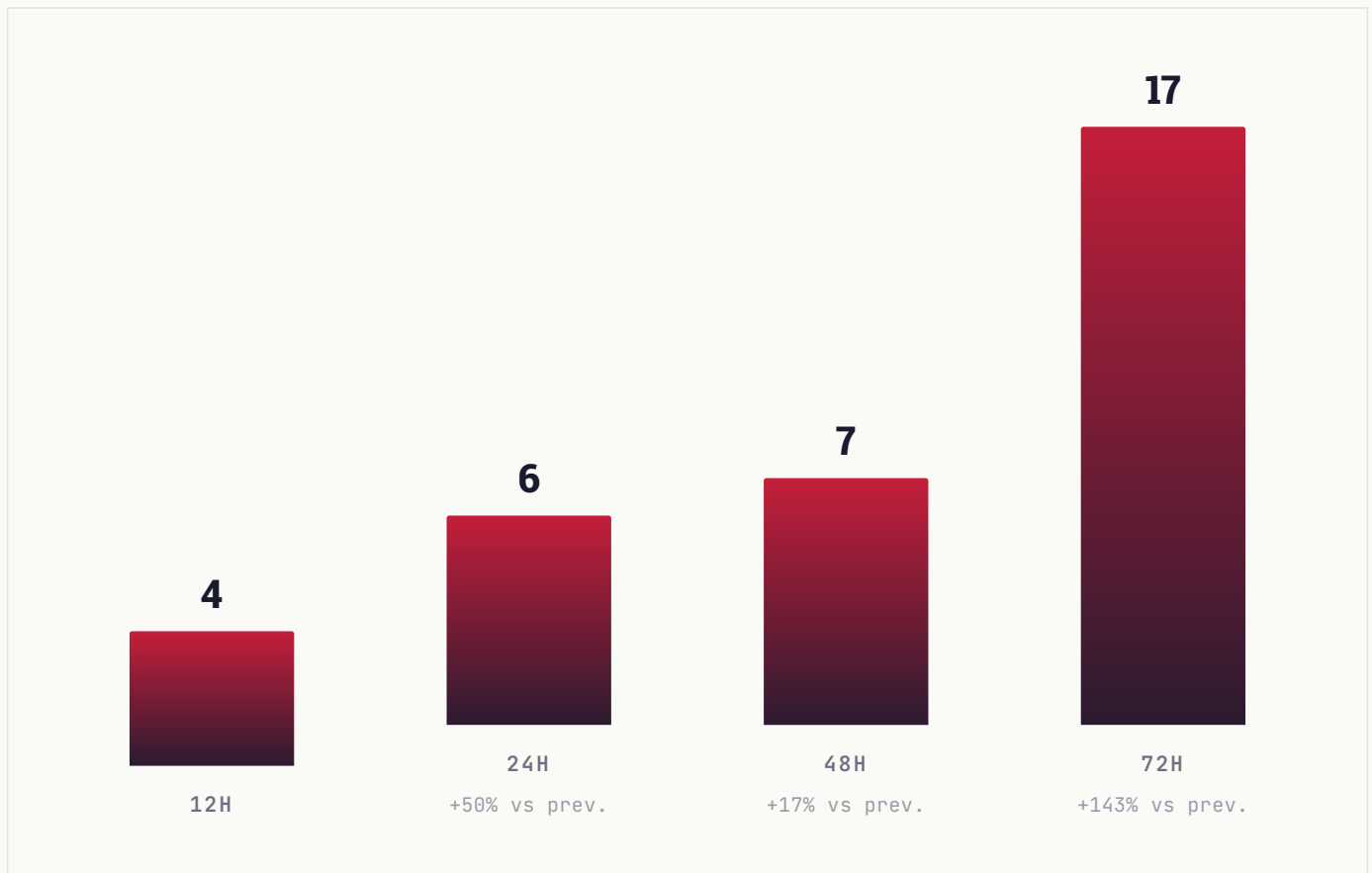
Citation index **12** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **11** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Главное	56.8K
YY Gomel. Main!	56K
PI Scribble YOU	36.5K

COMPARATIVE INSIGHT

Channel in top 25% of niche (#21 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **592**, they brought **13 754** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	91	2	1 976
November 2025	91	2	1 946
October 2025	96	1	5 891
Sep 2025	105	3	819
August 2025	108	4	2 114
July 2025	101	3	1 008

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
592	6	13 754

SECTION 08 · NICHE COMPARISON

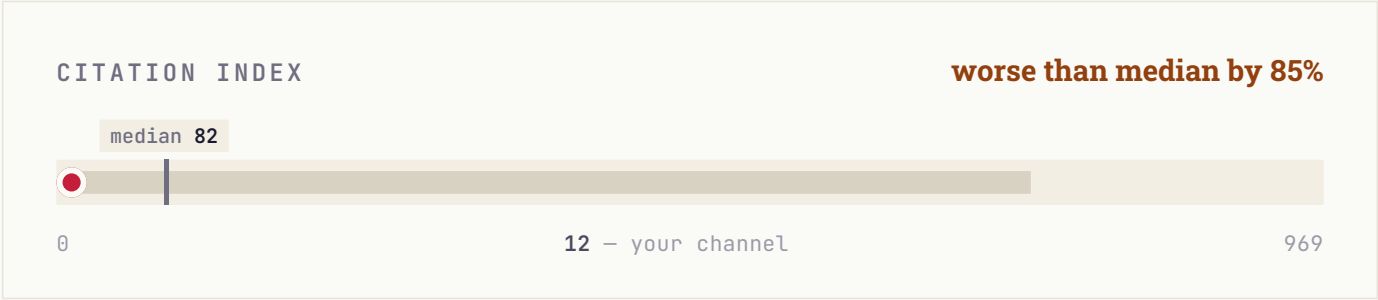
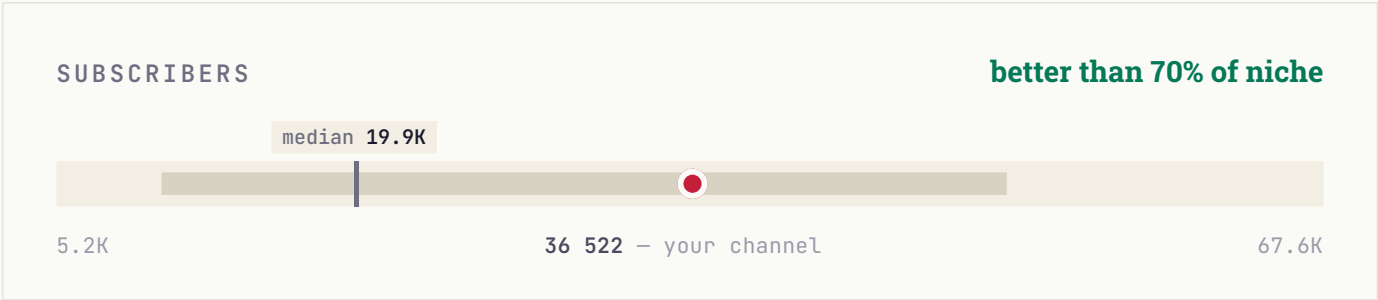
Where the channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#21/100

RANK IN NICHE

Channel in top 21% — strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

- 01

Main post of the week — on Sunday

Audience is most active on this day at 23:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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